

Federal Communications Commission
Washington, D.C. 20554

August 28, 1991

Love Communications Company
Station WWSB-TV
300 Debuys Road
Biloxi, MS 39535

RE: Love Communications Company (PN-166)

Dear Licensee:

This is in reference to your request for a new or modified call sign assignemnt filed on May 22, 1991. Review of the Commission's records indicated that the requested call sign is available for assignment. In view thereof, the call letters of TV broadcast station WWSB-TV located in West Point, MS is hereby changed to WLOV-TV effective September 9, 1991. This letter is considered part of your station license or construction permit pending issuance of an authorization incorporating the new callsign.

Sincerely,



Alma L. Hughes
Chief, Call Sign Desk
Video Services Division
Mass Media Bureau

cc: Anne G. Crump
 FOB: New Orleans, LA
 Emergency Communications Div., Rm 840
 Data Management Staff, Rm 756
 Ownership, Rm 234
 Enforcement Division, Rm 8210
 EEO Branch, Rm 7218
 TV Branch, Rm 701
 Cable TV Branch, Rm 244
 Call Sign Desk, RM 701